

Docket No. ALIO/0001.03

PTO/SB/21 (04-04)

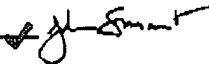
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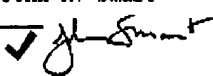
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/709,393	
	Filing Date	April 30, 2004	
	First Named Inventor	Williams	
	Art Unit	2611	
	Examiner Name	Unassigned	
Total Number of Pages In This Submission	6	Attorney Docket Number	ALIO/0001.03

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MAR 21 2006

ENCLOSURES (Check all that apply)		
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Remarks		
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm or Individual name	John A. Smart	
Signature	 <small>Digitally signed by John A. Smart 2006.03.21 16:02:00 -0500</small>	
Date	March 21, 2006	

CERTIFICATE OF TRANSMISSION/MAILING		
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
Typed or printed name	John A. Smart	Phone: (408) 884 1507 Fax: (815) 572 8299
Signature	 <small>Digitally signed by John A. Smart 2006.03.21 16:02:00 -0500</small>	Date 03/21/2006

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PATENT

Docket No. ALIO/0001.03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
David M. Williams et al.

Serial No.: 10/709,393

Filed: April 30, 2004

For: System and Methodology for
Distributed Delivery of Online Content in
Response to Client Selections from an
Online Catalog

Examiner: Unassigned

Art Unit: 2611

REVOCATION OF POWER OF
ATTORNEY; CHANGE OF
CORRESPONDENCE ADDRESS

Commissioner for Patents
P.O. Box 1450
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Sir:

I hereby revoke all previous powers of attorney given in the above-identified application. Please change the correspondence address for the above-identified application to:

Jack Oswald
President and CEO
Alto, Inc.
310 Green Street
San Francisco, CA 94133

I am an authorized officer of Alto, Inc., the Assignee of record of the entire interest. A statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96) herewith. If needed, the undersigned may be reached at 415-986-8300.

Respectfully submitted,

Date: March 20, 2006



Jack Oswald
President and CEO
Alto, Inc.

ALIO/0001.03

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JACK OSWALD

002

Docket No. ALIO/0001.03

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PTO/BD/28 (08-03)

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STATEMENT UNDER 37 CFR 3.73(b)**RECEIVED****CENTRAL FAX CENTER**Applicant/Patent Owner: David M. Williams et al.Application No./Patent No.: 10/709,393 Filed/Issue Date: April 30, 2004**MAR 21 2006**System and Methodology for Distributed Delivery of Online Content in Response to Client
Entitled: Selections from an Online CatalogAlio, Inc. a corporation
(Name of Assignee) (Type of Assignee: e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or2. ☐ an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 014558, Frame 0771, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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☐ Additional documents in the chain of title are listed on a supplemental sheet.☒ Copies of assignments or other documents in the chain of title are attached.
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

March 20, 2006Date415-986-8300Telephone numberJack OswaldTyped or printed nameSignaturePresident and CEO, Alio, Inc.Title

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MAY 03, 2004

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JOHN A. SMART
708 BLOSSOM HILL RD., #201
LOS GATOS, CA 95032

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 04/30/2004

REEL/FRAME: 04558/0771
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
WILLIAMS, DAVID M.

DOC DATE: 04/29/2004

ASSIGNOR:
OSWALD, JACK

DOC DATE: 04/29/2004

ASSIGNEE:
ALIO, INC.
310 GREEN STREET
SAN FRANCISCO, CALIFORNIA 94133

SERIAL NUMBER: 10709393
PATENT NUMBER:

FILING DATE:
ISSUE DATE:

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014558/0771 PAGE 2

SHARON LATIMER, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

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JACK OSWALD

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PATENT ASSIGNMENT

Electronic Version v07
Stylesheet Version v0204/30/2004
800011662

SUBMISSION TYPE:	NEW ASSIGNMENT	APPLICATION NUMBER 10/709393												
NATURE OF CONVEYANCE:	ASSIGNMENT OF ASSIGNOR'S INTEREST													
CONVEYING PARTY DATA														
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>David M. Williams</td><td>2004-04-29</td></tr><tr><td>Jack Oswald</td><td>2004-04-29</td></tr></tbody></table>			Name	Execution Date	David M. Williams	2004-04-29	Jack Oswald	2004-04-29						
Name	Execution Date													
David M. Williams	2004-04-29													
Jack Oswald	2004-04-29													
RECEIVING PARTY DATA														
<table border="1"><thead><tr><th>Name</th><th>Street Address</th><th>Internal Address</th><th>City</th><th>State/Country</th><th>Postal Code</th></tr></thead><tbody><tr><td>Allo, Inc.</td><td>310 Green Street</td><td></td><td>San Francisco</td><td>CALIFORNIA</td><td>94133</td></tr></tbody></table>			Name	Street Address	Internal Address	City	State/Country	Postal Code	Allo, Inc.	310 Green Street		San Francisco	CALIFORNIA	94133
Name	Street Address	Internal Address	City	State/Country	Postal Code									
Allo, Inc.	310 Green Street		San Francisco	CALIFORNIA	94133									
CORRESPONDENCE DATA														
FAX NUMBER: 815 572 8299 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> When the customer number has been provided, the Office of Public Records will obtain the correspondence data from the official record on file at the USPTO. CUSTOMER NUMBER: 028853														
NAME OF PERSON SIGNING:	John A. Smart													
DATE SIGNED:	2004-04-30													
Total Attachments: 2 source=ALIO0001.03.Asg01.tif source=ALIO0001.03.Asg02.tif														

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